**Study: TikTok Ads Drive Higher Intent, Engagement**

TikTok ads drive higher response intent and engagement than promotions on other social platforms, according to a study from TikTok with Neuro-Insight, which analyzed the neuro responses of 57 people ages 18-35. The research also found that TikTok TopView and In-Feed ads had significantly higher memorability than TV spots and digital video.

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[*https://www.socialmediatoday.com/news/tiktok-ads-see-higher-emotional-response-according-to-new-report/603581/*](https://www.socialmediatoday.com/news/tiktok-ads-see-higher-emotional-response-according-to-new-report/603581/)